

Second Quarter 1998 Marketing Objectives/Strategies

CAMEL

Second Quarter Promotion Objectives/Strategies

- April B2G1 @ 10¢
 - VAP ship date to retail week of April 6, 1998.
 - Generate competitive full-price trial on base CAMEL's key box styles. (Filter Box and Lights Box only. No menthol styles will be worked.)
 - Product will be presleeved in Winston-Salem. Each carton will contain three offers plus one live pack.
 - Retail Packing Explanation Sheet will be in each display.
 - Allow direct accounts to ship product directly to retail accounts without additional packing.
 - Place in Pack Partners Outlets concentrating on convenience/gas.
 - 21 offers per SKU (4 cartons Lights Box; 3 cartons Filter Box).
 - Product flows through direct account to retail as normal B2G1F.
 - Retailer would charge 10¢ for third pack creating additional profit on the sale of the product.
 - All promotional POS will communicate Buy 2 Packs Get 1 @ the 1913 price of 10¢ to celebrate 85th anniversary of CAMEL.
 - Tear tape on promotional pack will state "special manufacturer's offer."
 - Side of promotional pack will say "Promotional Pack All State and Federal Taxes Paid by Manufacturer."
 - Promotion cannot be worked in state of Montana.
- May B2G Free T-Shirt
 - VAP ship date to retail week of May 18, 1998.
 - Generate competitive full-price trial on CAMEL Lights Box and CAMEL Filter Box.
 - 20 offers per SKU.
 - Promotional packing sheet provided in SKU for retailer.
 - Name generation piece included.
 - Offer will include a special collectible zippo offer.
- May Buy 4 Get 1 Free - CTS Pack Promotion
 - VAP ship date to retail week of May 4, 1998.
 - Product and support materials available 4/6/98.
 - Franchise protection in pack sales in CTS.
 - Product (B4G1F) will be prebanded in cartons but will still require direct account to place in traditional sleeve.
 - Traditional sleeve design kit and floor base display/POS support kit.
- May O-Zone Opportunistic Collectible Metal Signs
 - Bulk packed 20 per SKU.
 - Non-traditional promotion skewed to Red Kamel.
 - Specific to O-Zone geography and participating stores (RJR Partners).
- June 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - CAMEL
 - VAP ship date to retail week of June 1, 1998.
 - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
- June - Pricing/Equity Event
 - Utilized to enhance discounting activity during Plan B period.
 - POS will be theme specific and add equity to CAMEL.
 - POS item numbers will be communicated for ROU to order to accounts.

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Wholesaler Packing Instructions
April CAMEL B2G1 @ 10¢

WHOLESALER PACKING INSTRUCTIONS

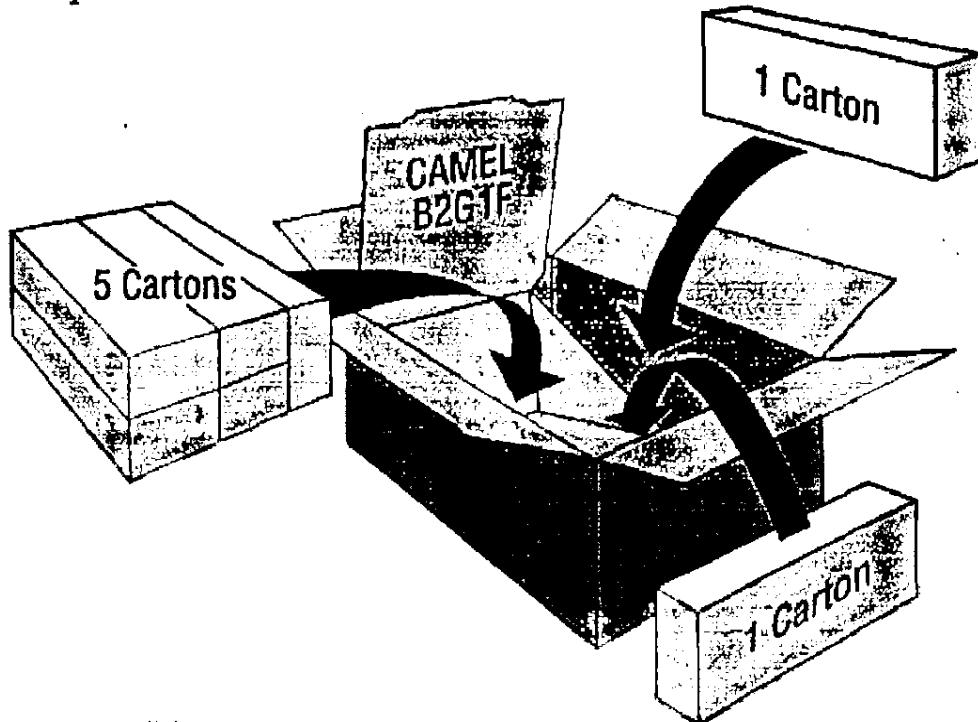
VALUE ADDED PROMOTIONS 2ND QTR. '98

April CAMEL B2G1 at 10¢

(Sold to Retailers as Buy 2 Packs Get 1 Free)

STEPS

1. Open CAMEL B2G1@10¢ shipping case.
2. Place 7 cartons (4 CAMEL Lights Box and 3 cartons CAMEL Filter Box) promotional product into shipper/display. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541472

Promotion Reporting Description: CAM APR B2G1/.10

Brand Style	LT BOX	file Box				
Number of Cartons	4	3				

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